

The Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS AND THE AMERICAN INSTITUTE OF ARCHITECTS



August
1958

CORALITE ASHLAR...

for Walls - indoors and out

Shown here is the Coralite Ashlar used on the ground floor walls of the new Dupont Plaza Casino in Miami. Some of the specifications for the product are: bed and end-sides 3-1/4" by 7-1/2" by 14-1/2" (nominal); bed and end-sides 3-1/4" by 7-1/2" by 14-1/2" (actual); weight 14 lbs. (nominal); weight 14 lbs. (actual); finish: ashlar.



Coralite is a native Florida limestone, quarried in Dade County. It has a mildly variegated texture and a color that ranges from oyster white to a light, creamy yellow . . . It's cable-sawed to a one and three-quarters-inch bed width and dimensioned for three and one-half, seven, ten and one-half and fourteen-inch course heights . . . Coralite slabs are delivered to the job in three-foot lengths to meet most economically the requirements of any random ashlar design.

DUNAN BRICK

DUNAN BRICK YARDS, INCORPORATED

Phone TU 7-1525 MIAMI, FLORIDA



UNIVERSITY OF MIAMI LAW BUILDING

Curtain Wall by Ludman

Architect: Robert M. Little, Miami, Fla.

Contractor: Fred Houland, Miami, Fla.

the architect's vision sets the pace for the future...

by Lawrence Field

The plans an architect draws today may well determine the architecture of the future.

When an architect does project the future in his plans, he must find the materials with which to implement that vision.

For example, within very recent years, curtain walls have introduced new dimensions of freedom in design and given the architect a new fluidity of line, and a clearness of structural concept and mobility.

Emphatically practical, ingeniously adaptable, curtain walls have enlarged the architect's horizon and, at the same time, achieved a valuable saving in construction time and costs.

The Ludman Corporation was one of the first to pioneer in the engineering development and successful installation of curtain wall in hundreds of buildings of every kind. Its engineers are constantly formulating new methods of treatment, new ways of

handling curtain wall design. As a result, Ludman Curtain Walls offer practical expression of architectural concepts... allow the architect almost unlimited extension of his ideas.

Ludman Curtain Walls match architectural vision with superb window engineering that reduces construction time and costs, yet is always beautiful, efficient and feasible. They combine window and wall in one easily handled, quickly fastened, labor saving unit. Maintenance is virtually nil.

Ludman Curtain Walls are easily adaptable to any wall treatment desired, offering a wide range of materials, color and texture for interior and exterior walls.

Patented Auto-Lok aluminum awning windows, intermediate projected windows, or other Ludman windows, co-ordinate with curtain wall treatment to increase the grace and effectiveness of the proposed structure.

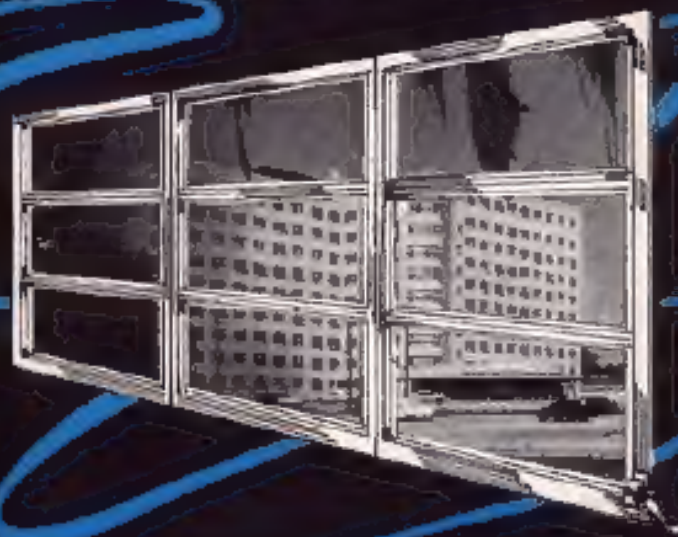
Furthermore, an architect can always rely on the Ludman Engineering Division to keep pace with his vision, from proposal drawings through completion. This service is available to the architect at all times through his nearest Ludman Engineering representative.

Ludman know-how, based on years of actual curtain wall experience, has proved of aid to architects the country over.

Ludman engineers are glad to be of assistance at any stage of planning or construction, or to help solve structural problems connected with curtain walls or window treatment. Ludman is on the job throughout the actual installation.

In Ludman Curtain Walls lie the means by which the architect may well set the pace for the future. Write us for full, detailed information on our curtain wall systems. The Ludman Corporation • Founded 1936 • Miami, Florida.

MIAMI ALUMINUM WINDOWS



***PROVEN**
ECONOMY

Our practical example: the M-guarantee is guaranteed for the life of the window!

Not only because of low first cost. Top materials, precise engineering, rigid control of fabrication—these, too, are basic elements of Miami Window products. They insure high, low-maintenance performance for the life of the structure, and that's the only true measure of fenestration economy in any type of building.

* *Your window specifications, like others, can save an owner dollars. Ask for data.*



miami window corporation

P.O. BOX 877, INTERNATIONAL AIRPORT BRANCH, MIAMI 48, FLORIDA

GLAZED CERAMIC TILE • MADE IN FLORIDA

FLORIDA TILE

... offers architects a Florida-made ceramic tile of the highest quality in a wide range of popular colors. Sample available upon request from the distributors' showrooms listed below.

DURABILITY • ECONOMY • QUALITY • BEAUTY • VERSATILITY

FLORIDA TILE

Florida Tile Industries, Inc.
408 Prospect Street, Lakeland, Florida

DISTRIBUTORS:

Atlanta — Tile Contractors' Supply
Columbia, S. C. — Renfrow Dist. Company, Inc.
Ft. Lauderdale — Miami Tile Dist., Inc.
Ft. Myers — Gulf Tile Dist.
Jacksonville — Miami Tile Dist., Inc.
Melbourne — East Coast Tile and Terrazzo Supply
Miami — Miami Tile Dist., Inc.
Sarasota — Palm Tile Dist.
St. Petersburg — Tile Dist., Inc.
West Palm Beach — Sikes Tile Dist.
Winter Park — South East Tile Dist., Inc.

The Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

In This Issue ---

Message from the President <i>By H. Samuel Kruse</i>	4
CSI—It Stands for Better Specifications	6
The First of the Second Century Architects or Technicians?	9
<i>Conception Keynote by Vincent G. Kling</i>	11
Aside from Business	14
The FAA Receives an AIA Citation	14
AIA Award of Merit—Warm Mineral Springs Inn <i>Text by Victor A. Lundy</i>	15
Buildings' Chaotic Codes <i>By William B. Taylor</i>	19
Products and Practice	21
How to Set Up an Office	26
News and Notes	28
Advertisers' Index	30
Challenge to Responsibility <i>Editorial</i>	32

F.A.A. OFFICERS — 1958

H. Samuel Kruse, President, 811 Chamber of Commerce Bldg., Miami
Arthur L. Campbell, First Vice-President, 115 S. Main St., Gainesville
William B. Harvard, Second Vice-President, 2714 Ninth St. N., St. Petersburg
Vernon Johnson, Third Vice-President, 250 N. E. 18th St., Miami
Ernest T. H. Benson, II, Secretary, 2910 Grand Central Ave., Tampa
Merton T. Immenhauser, Treasurer, 1261 E. Las Olas Blvd., Ft. Lauderdale

Roger W. Sherman, Executive Director, 502 Dupont Plaza Center, Miami 32.

DIRECTORS

IMMEDIATE PAST PRESIDENT: Edgar S. Wortman; BROWARD COUNTY: William F. Biggs, Jr.; Robert E. Harman; DAYTONA BEACH: Francis R. Walton; FLORIDA CENTRAL: Guyton H. Beach, Elliott S. Hadley, Anthony L. Pulters; FLORIDA NORTH: Turpin C. Bannister, Myrl J. Hanes; FLORIDA NORTH CENTRAL: Patricia Haddleton; FLORIDA SOUTH: James L. Doan, Theodore Gottfried, Herbert R. Savage; JACKSONVILLE: James A. Mochum, Jr., Walter B. Schulte; MID-FLORIDA: L. Alex Hutton; FLORIDA NORTH WEST: Hugh J. Leitch; PALM BEACH: C. Ellis Dumas, Jefferson M. Powell.

THE COVER

This night view of the Warm Mineral Springs Inn, taken by Alexandra Georges, dramatically accents the design by Victor A. Lundy, AIA, of Sarasota, which won for him—and for Florida—the AIA Award of Merit at the National Awards Exhibit at the Cleveland Convention. More illustrations and a descriptive text by the architect start on page 15.

THE FLORIDA ARCHITECT, Official Journal of the Florida Association of Architects of the American Institute of Architects, is owned by the Florida Association of Architects, Inc., a Florida Corporation not for profit, and is published monthly at 1001 502 Dupont Plaza Center, Miami 32, Florida, telephone 281-1831. Editorial contributions, including plans and photographs of architects' work, are welcomed but publication cannot be guaranteed. Opinions expressed by contributors are not necessarily those of the Editor or the Florida Association of Architects. Editorial material may be freely reprinted by other official AIA publications, provided full credit is given to the author and to The FLORIDA ARCHITECT for prior use. . . . Advertisements of products, materials and services adaptable for use in Florida are welcomed, but mention of names or use of illustrations of such materials and products in either editorial or advertising columns does not constitute endorsement by the Florida Association of Architects. Advertising material must conform to standards of this publication, and the right is reserved to reject such material because of arrangement, copy or illustrations. . . . Accepted as controlled circulation publication at Miami, Florida.

Printed by McMurray Printers

ROGER W. SHERMAN — Editor
FAA Administrative Secretary
VERNA M. SHERMAN

VOLUME 8
NUMBER 8 1958

THE FLORIDA ARCHITECT



Bugs

Fly in the Windows...

... And the bugs are dry-wood termites which feed, unseen, on finish and structural lumber alike. They're dangerous — and to guard against their costly ravages, specify WOODLIFE by dipping or flooding for all woodwork in new building... WOODLIFE's ingredients are poison to wood-eating insects. They penetrate the surface of wood, coat the cells and thus provide a lasting immunity from attack and infestation. Also, WOODLIFE is non-staining and actually improves the paintability of the wood surface it invisibly protects...

WOODLIFE
containing
Pentachlorophenol
The Original
**WATER REPELLENT
PRESERVATIVE**

Ingredients in Woodlife also protect wood from moisture damage—swelling, warping, warping, checking. Woodlife's "anti-wicking" action prevents moisture seepage; and its water-repellant solution penetrates the surface to coat wood ends with an invisible, lasting protection.



A. H. RAMSEY AND SONS, INC.

71 N. W. 11th TERRACE, MIAMI --- FRANKlin 3-0811

Servicing Florida's wood users & from our warehouse at Palmetto --- Call Palmetto 2-1011

SPEEDY... VERSATILE



● For the rapid transportation of orders between departments — in factory, office, or hospital... to speed a "hot" sample from mill to laboratory... delivering a canister of oil from tanker to test lab before unloading... nothing—but nothing... — is as versatile as a Grover Transcube installation.

● Whether you specify the conventional type system with but four or five stations, or decide on the newest electronically controlled Dial-A-Matic installation of fifty or more stations, you'll be serving your client best by using Grover equipment, backed by 43 years of constant application in this field alone.

● May we be of service to you — anywhere in Florida?

**ASSOCIATED ELEVATOR
& SUPPLY COMPANY**

501 N. W. 54th St., Miami



Message from The President

By H. SAMUEL KRUSE
President, F.A.A.

At the next annual convention of the Florida Association of Architects, to be held this coming November at the Denville in Miami Beach, the Association, for the first time, will elect the officers according to a new procedure.

Candidates for office will be placed in nomination at the first business meeting of the convention instead of the last as was formerly the practice. Members of the F.A.A. in good standing and who are registered at the convention then vote for the candidates of their choice by casting a marked ballot any time after the first business meeting and opening of the last business meeting when the successful candidate will be announced and greeted.

This procedure was adopted at the convention in 1957 and made official procedure at the convention in Clearwater. I had the dubious honor of being the last President to be elected by the old procedure. The new procedure was formulated to streamline the last business meeting of the conventions, which often is dragged on past the time scheduled for adjournment. The nominating and balloting in the one business meeting was fun for the architects among us, but the fun was at the expense of discharging other important business.

The new procedure also assures the Association that only members who are in good standing and are registered at the convention, vote. Formerly there existed some doubt, especially where voting was close and a candidate won by a vote or two. Some unsuccessful candidate, downing his grief in a martini after the election, would murmur, "I'da done better, if I'da got my wife to vote!" implying that the successful candidate won by illegal ballots. It could have happened.

The new election procedure, however, does not correct a flaw in our convention voting system. The Association still conducts its convention business on majority vote of the mem-

bership present at the convention. This has always struck me as being wrong. The F.A.A. is an Association of Chapters of the AIA and should vote that way. The wisdom of thinking in terms of Chapter delegates voting, instead of the individual membership at large, is apparent when we see what could happen next November. I'll give you an example using myself and my Chapter to illustrate the point and not — I repeat not — as a prediction.

I am ambitious. My polo playing cronies and I decide to take over the F.A.A. and run it the way we want to. We are all members of the Florida South Chapter and the F.A.A. Convention will be held conveniently in our geographical area. Miami Beach is a far piece from the Northern Chapters and not many of their members will attend the convention, whereas, as has been done in the past, every member of the Florida South Chapter is assessed for registration at the convention so many will attend. My cronies and I beat the drums of sectionalism and get the Florida South Chapter all riled-up about sweeping the state. All the Florida South members have to do is attend the first business meeting to be sure I and my phony cronies are nominated and then cast their ballots before going to the bar after the meeting. Then we take over.

This could happen every time the convention is held near a large chapter. Since our conventions are large, it can be held only in those areas where large chapters are situated. This means all our conventions could be dominated.

I have asked Walter Schultz of Jacksonville, Chairman of the By-Laws Committee, to write By-Laws correcting this situation by changing the voting system to votes by chapter delegates. Our F.A.A. Board of Directors is representative of the State; our voting system also should be representative of the thinking and the will of the architects of the whole State.

THE FLORIDA ARCHITECT

The "Blue Ribbon"
kitchen by
MUTSCHLER



**LATEST BUILT-IN
APPLIANCES
AND SPECIAL
FEATURES**



*Send
coupon
for complete
information*

Here's the brand new Mutschler kitchen judged best of show at the recent Cleveland House and Flower Show. Like all Mutschler Kitchens, it is the result of specialized experience and careful planning. Such "blue ribbon" planning includes latest fashions and special-purpose features. But, don't be misled. A design-original Mutschler kitchen can be installed—whatever the budget! It's ideas, not dollars, that create the kitchen best for each homemaker.

MUTSCHLER KITCHENS OF FLORIDA
Subsidiary of Mutschler Brothers Company, Naperville, Indiana
2815 N.E. 41st Street, Oakland Park, Fla. Phone: LU 68-4411

Please send information as your kitchen and planning services.

Name _____

Room _____

Address _____

City, State _____

Serving Florida Architects and Builders...

- REINFORCING STEEL
- STRUCTURAL STEEL
- COMPLETE ENG. & FAB. FACILITIES
- BAR JOISTS
- ALUM. & STEEL SASH
- STEEL DOORS & FRAMES
- MISC. IRON AND ALUMINUM
- ORNAMENTAL IRON
- STEEL ROOF DECK
- STEELTEX
- HIGHWAY PRODUCTS
- CORRUFORM
- SONOTUBES
- METAL CULVERTS
- POLYETHYLENE PLASTIC FILM

FLORIDA STEEL CORPORATION

"Steel when you need it"

TAMPA 8-0451

ORLANDO Garden 2-4519

MIAMI Newline 4-6576

JACKSONVILLE Blgdn 5-1662

CSI -- It Stands for Better Specifications

The Construction Specifications Institute is rapidly becoming an important force for improving specification techniques, clarifying specification forms and terminologies and thus providing a more accurate construction language. The CSI held its 2nd Annual Convention in Cleveland last month; and in Florida one of its recently-chartered chapters is now flourishing.

You have probably heard of the CSI. But you may not know much about it. This is to tell you. And with the telling, goes an invitation — provided you are qualified — to join what has been called "one of the youngest, fastest growing, most essential professional groups in the nation's building industry."

The CSI is the Construction Specifications Institute, a national organization which, as of January this year, had 23 active organizations and 12 in the process of formation. Since then two have been activated in Florida, one in Jacksonville, the other in Miami. And plans of Florida CSI members contemplate the near-future development of chapters in the Tampa-St. Petersburg and Orlando areas. Sprung from a cooperative idea of a small Washington, D. C., group of technicians in 1948, the CSI has grown to a current membership of 3000 — and is said by its enthusiastic adherents, to be expanding at the rate of over 1000 per year.

This capsule history and growth report are significant. Their significance does not involve the fact that the CSI is now sturdy enough to host a national quarterly publication, *The Construction Specifier*, or the fact that the organization's second annual Convention was held in Cleveland, just prior to the AIA meeting, on July 5 to 8. What is involved is the more important fact that the need for better, more accurate, more informative, more exact and more workable specifications is a matter of common concern for architectural and engineering firms the country over.

It is this central need that sparked the formation of CSI. And it is the urge toward development and growth

of better specification techniques to meet this over-all need which has been largely responsible for the almost phenomenal expansion of the CSI as a national professional organization.

The CSI is now on the move for members. Yet it wisely recognizes the fact that localities and the force of local conditions influence building techniques and the specifications to guide and develop them. The conclusions, for example, of a CSI Chapter in Miami, might differ widely from those of a Chapter in Boston. But each would reflect the integrity and constructive possibilities of its own locality — and to this extent each would be in accord with the overall policy aims of the national organization.

These aims are such as any conscientious building professional could accept. Briefly, they are to: Develop industry-wide cooperation; Establish a standard nomenclature and format for construction specifications; Encourage the free exchange of ideas of all technical matters concerning specifications; Develop methods for training; and, finally, Stimulate recognition of the specification writer as a professional.

The expanding program of the CSI could almost be characterized as "Operation Bootstrap," for the individual and collective interest in it has been the chief reason for its success. An example is the program of the newly formed Miami Chapter of which DONALD G. SMITH, AIA, of Smith & Korach, Architects, is president. On June 14 (second Monday in the month) it held its second meeting with almost 100 percent of its 2)

(Continued on Page 31)

THE FLORIDA ARCHITECT

A new way to solve Protection Problems

WATER PROOFING

Applied as a liquid, the finished surface of Liquid Tile is rock-hard. Impervious to moisture, resistant also to strong acids, solvents and alkalis, it makes the surface waterproof as integral part of the material it coats.

RUST PROOFING

Impervious to air, it keeps out the oxygen which causes rust. It keeps on repelling rust by guarding against its cause. Marine use of Liquid Tile has proved its resistance against the most severe conditions of rust-producing conditions.

MILDEW PROOFING

Mildew grows on moist surfaces where there are organic materials. The tough smooth surface of Liquid Tile is inorganic, provides no food for the growth of mold, mildew, fungus which cause spots and stains on other finishes.

WEAR PROOFING

The toughness and hardness of Liquid Tile resists damage from impact, abrasion and other finishes. And sandblasting tests show it will withstand abrasion about equal to test on other types of coated finishes.

Evershield Liquid Tile — the specialized liquid resin that bakes itself into a rock-hard, impervious surface — is versatile in the extreme. As a practical solution to the toughest of finishing problems, it can be specified with complete confidence for a host of demanding uses.

A product of modern chemistry, with each application controlled as to experienced skill and method, Liquid Tile has been used with complete success where other coatings and finishes have failed to provide the positive and permanent protection needed.

**EVERSHIELD
LIQUID TILE**

**EVERSHIELD LIQUID TILE
OF FLORIDA**

1101 E. 7th Avenue, Ft. Lauderdale, Florida

Specify Liquid Tile for

WALL SURFACES

at schools, hospitals, warehouses, laboratories, supermarkets, hotels, on metal, panels.

SCHOOLS

at schools, hospitals, warehouses, laboratories, supermarkets, hotels, on metal, panels.

HOSPITALS

at schools, hospitals, warehouses, laboratories, supermarkets, hotels, on metal, panels.

WAREHOUSES

at schools, hospitals, warehouses, laboratories, supermarkets, hotels, on metal, panels.

LABORATORIES

at schools, hospitals, warehouses, laboratories, supermarkets, hotels, on metal, panels.

SUPERMARKETS

at schools, hospitals, warehouses, laboratories, supermarkets, hotels, on metal, panels.

HOTELS

at schools, hospitals, warehouses, laboratories, supermarkets, hotels, on metal, panels.

ON METAL

at schools, hospitals, warehouses, laboratories, supermarkets, hotels, on metal, panels.

PANELS

at schools, hospitals, warehouses, laboratories, supermarkets, hotels, on metal, panels.



American Olean Tiles in Ceramic Tiles are actually used in the new home, Caring, Miami Architect, and First Place General Contractor Santa Construction Company in the Conquest Tropical Tile Company.

The has the rare quality of combining flower-fresh beauty with carefree cleanliness. To this pleasant combination American Olean brings dramatic new possibilities with Crystal Line Glazes and Scored Tiles*

Scored Tiles are exclusive with American Olean. They, and the new Crystal Line Glazes, are described and illustrated in Booklet 1040— yours for the asking.

CERAMIC TILE
**American
Olean**

AMERICAN OLEAN TILES OF MIAMI, INC. • DISTRIBUTORS IN SOUTHEAST FLORIDA • OFFICE AND DISPLAY BUILDING 1100 • MIAMI, FLORIDA 33131 • TELEPHONE: FRANKLIN 4-4374

THE FIRST OF THE SECOND CENTURY

Some 2,000 people registered at Cleveland to attend the first national convention of the AIA's brand new second century. And the FFA took a great step forward by winning AIA recognition of Florida as a new AIA Regional District by 1960.

It was a polite, sedate and for the most part well-scheduled Convention at Cleveland. Attendance by Florida architects was not as large as some had thought it might be. The pressure of an expanding time of work accounted for this in some instances and in others just minute changes in plans made a hurried rearrangement of reservation and residential necessary. But the AIA's success in being sufficient to make its last-charge voting strength count in the discussion of the few real issues which came on the Convention floor for discussion and a contest of opinion is conviction.

Chief among such matters was the technical situation which would clear the way for creation of a new AIA Region for Florida. This centered in the amendment of Chapter IV Article 1 Section 7 of the AIA By-Laws which would change the number of regional districts established by the Board from 12 to 13, each to comprise the territory between the 33rd and 34th parallels.

From the floor this proposal was changed to read, in effect, that "The Board shall establish no less than 13 regional districts." With this change the amendment passed without vocal objection.

Since the Board had already approved a proposal to accord both Florida and California regional status this Convention action put the final stamp of approval on the AIA petition adopted at the FFA's December convention last year. But the floor revision also cleared the way for the Board to establish other regional districts in the future, without the necessity of seeking a change in the By-Laws to do

ing, in 1960. Presumably it is not possible for the formalities of the situation to be met before that time which marks the end of the three-year term of the present director of the South Atlantic Region, SANFORD W. GORE, FFA. These formalities would entail, first, the nomination of a Regional Director for Florida, to be elected by majority vote by Florida's ten AIA Chapters. This nomination would then have to be approved at the next succeeding AIA Convention.

It has been suggested that this could possibly be accomplished earlier by completing the nomination procedure at the time of the 1958 FFA Convention this fall and letting the AIA's approval at its 1959 Convention. But a technicality involving the tenure of office of the South Atlantic Regional Director apparently offers a legal obstacle to this suggestion.

The two other By-Law changes

proposed by the Convention would make it possible for the Institute to withdraw membership of any corporate member when his work changes so that he is no longer engaged in professional practice activities closely related thereto. The other proposed that a corporate member, transferring from one chapter to another in another state would be required to obtain a license or certificate to practice in the new state as a prerequisite for reassignment.

Other than the foregoing, the Convention took no action. An exception to that statement concerns the matter of the 1964 Front of the Capitol Building. It was a sharp and extended debate which took place in the afternoon session of the Convention.

John N. Richards, FAIA, Is the New AIA President

The AIA's new president born in Warren, Ohio 54 years ago, assumes his duties against a distinguished background of professional and civic accomplishments. Educated at Ohio State and Cleveland, he worked as a designer and architect, and was a member of the AIA since 1945. He has served on many chapters and national committees. He has been an AIA Regional Director for a second and first vice president and a Trustee of the AIA Group Insurance. He has served as president of several Toledo area organizations and is a member of Ohio State University. He has been in Toledo, Ohio, a suburb of Toledo.



MECCA!

EXCLUSIVELY . . . IN TILE BY TIFFANY



An entirely new concept in tile design, Mecca is a delightful change from conventional square tile. The unique pattern—reminiscent of the exotic Far East—provides you with unlimited opportunities to achieve exciting new effects. Use with square tile. Create dramatic color combinations. Mecca is the answer for your client who is looking for something distinctively different.



"America's finest ceramic tile"

Like all tile by Tiffany, Mecca is a true glazed ceramic tile—tested passed for elegance, durability and absorbance. Created and manufactured by a Master Tile Setter, Tiffany Mecca is guaranteed to be of the highest quality. Tested and approved by independent testing laboratories. A complete line of conventional square tile also available.



Your inquiry
cordially invited

tiffany
TILE CORPORATION

500 N. West Shore Dr. via
Port Tampa, Florida

Circle 10 on Reader Service Card

Architects or Technicians . . . ?

(Continued from Page 11)

influence the CSA? As technicians and skin-deepers producing two more architectural plans and the feasibility studies of others — or as full-fledged architects?

The second important element in the building climate is the builder.

One hundred years ago it was the accepted custom for our professional predecessors to supervise work directly with a small group of craftsmen contractors. Gradually a new specter rose on the scene — the general contractor. He appeared to be such a

"rest to the architect's program." In 1907 the AIA constituted a special committee on the *Reformation of Architects to the Contracting System*. There were cries of "Off with his head!" or the equivalent, but the committee contended itself with the

"There may be times when we advocate the employment of the general contractor but as a rule it should be the sentiment of the architects of the country . . . **TO GET THE MEN WHO DO THE WORK** and that as far as possible we should induce our clients to revert to the old system of letting special contracts for each important branch of their work."

With the added impetus from a split-bid procedure has since become requirement on public works contracts in most states of the union.

Today, we are seeing the principle carried to absurdity. The typical selected building involves separate contracts not only for general construction, plumbing, electrical work and heating and ventilating, but also for such items as earth-moving, land clearing, steel erecting, kitchen equipment, furnishings and casework. We have even had a separate contract for the installation of the gas therapy system in a hospital! The general contractor is still on the job, but his role is scarcely more than that of a purchasing agent. The architect is left with the responsibility but without the real authority to coordinate all these independent agents.

Now — aren't we reaping a bitter harvest from the seeds we ourselves

not builders of a sort when we assume coordination and supervision of these various and several contracts?

Use the term "socio-economic pattern" loosely to describe the development of the building climate. By this I mean such conditions as the relentless upward spiral of building costs, forcing a demand for greater and greater speed in the execution of a building, and confounding our attempts to predict into the future and

I mean also the contemporary "structure," which has entered such development devices as the lease-back and its attendant complications and estrangements of the client-builder-architect relationship. And I mean the hounded low bid procedure for selecting a building team, which is rapidly becoming the unofficial law in private development, as it has been in public works — and which if I may taken to

new teams of strangers for every project. I will not go into such abstract matters as the place of esthetics

— contemporary scale of values, except to say that the last few decades

commercial and industrial firms, in the realization that a quality archi-

on the other hand, in public works, low cost

quality. Where once a city hall or school was conceived as a monument to the community's highest cultural aspirations, it is today too often, the

The current climate of building brings us to the subject of materials and methods. If the client has multiplied the builder has become diffuse the economic plot has thickened. These are nothing compared to the profusion in the building products industry.

Modern technology has roused upon the building scene an avalanche of new materials and techniques. Where once the mark of a quality product was long-established utility, today's business up-to-the-minute-ness, if you will has become the chief mark of excellence. Then was a time

when a superior trade name on a product was sufficient to establish its acceptability. In the highly competitive criss-cross supply field, many products are rushed to the market before their properties are firmly established. Thus as our choice of materials multiplies, so does our risk.

This situation is dramatically illustrated by a recent decision of the Common Pleas Court of Philadelphia in the startling Drexel Institute-Boulevard case. Severe damage to a building resulted when a product used for roof fill expanded, pushed out the parapet walls and forced the building out of plumb. In reply to a suit filed by the owner against the builder and architect the architect maintained that properties of the fill had not been properly represented by the producer and that his design was adequate in light of its known qualities.

The Court, nevertheless, found the architect negligent on the ground that the properties of the material had not been guaranteed and that an architect in assuming a job, implies a warrant of the skill, knowledge and judgment necessary to produce a satisfactory building. According to the Court, the architect, before specifying

performance, should have made tests to determine the properties of the test.

In the absence of outside funds, the architect did not appear the case

is that we as a profession are held responsible for the performance of building materials which we select and rely for their known characteristics.

How many of us are able to support

And does not the now famous Drexel Institute vs. Architect Board case, give a responsibility which the architect is not prepared to meet?

Now let's take a look at what this climate, the sum of these elements has produced. For all its complexities and excess-currents, it has produced an enormous amount of building and the promise of a great deal more. It has even produced some good architecture. And it has brought forth, out of the very soil we have been living in, culture a corrupting being, growing rapidly on our side and threatening to

solidated service organization, better known as the 'package dealer'—an organism splendidly equipped to win this climate of this climate. By bringing together in one assembly first the designer, the general con-

struction, the capital and equipment to produce on a fixed schedule at a fixed price, the package dealer has managed to ingratiate himself with the harried, many-headed client, from the federal government on up and

What do we do about this now-grievous neighbor and his successes, both real and imagined, in invading the poor areas we thought to be ours? From some quarters of our profession has come the angry cry: 'Outlets the poster!' Others say he will die in extinction. We have only to recall the panic 50 years ago over the general contractor to realize that this is no more reasonable than it is possible. This is a race to be tried not before the experts of law but before the building-buying public. And I would encourage you that the best defensive is a good offensive. The package dealer is meeting a very real need today and instead of trying to prove his is not, we had better concentrate on how we can meet that need better. For service

by the only real institution for

The problem before us then, is how

my questions along the way, I have already implied some of the changes I think are in order. But this is worth elaborating.

First, I think we must match the client's varied requirements and specialized demands with an equally varied and equally specialized service. It is not enough for us to be experts in design and technique; we must have at our ready disposal expert knowledge and skills in the fields of architecture, finance, real estate and planning and economics. And we must demonstrate our capacity not merely an enthusiasm—to handle large and complex projects.

Second—and I am by-passing the builders' union for the moment—all we are to assume legal as well as moral

of guesswork from our clients. The package dealer has occasionally found ways to do this by issuing products in sufficient quantity to warrant special contracts at the office.

But we have an alternative—collective professional strength. I would like to make the concrete proposal that we, the American Institute of Architects, enter through its logical conclusion the start made by our very fine Products Registration Service and establish our own proposed architect professional products research

This could be financed, if you will, by assessing member firms on the basis of their gross earnings, and it should be conducted free from the influence of all building materials manufacturers' research facilities. But its findings would be universally available to the membership to enjoy as has been established by the Builders Products Registration Service. It gives reference of all members' field

Now we return to what is undoubtedly the most problematic element in the current climate—the builder's union. If there were ever an open invitation to the package dealer, it is the vacuum of leadership we find today in the actual process by which a building is put up. We architects like to think of ourselves as leaders, but can leadership exist where authority and responsibility are divided? Can we be coach and referee in the same game?

I am not suggesting answers. What I am suggesting is that we cannot be content with simply reciting our old enthusiasms. We must study—study hard—every aspect of present day client-architect-contractor relationships and search out a method of operation that will protect the client, honor the integrity of the architect and his design and produce a well-built structure in a reasonable time. The Age of the New Master Builder may be upon us; and we had better

Now I don't want to leave the impression that all we must do is adapt to the modern climate of building, for that is sheer opportunism. As we change our own approach, we have an

climate as well. We have continually before us the task of gaining greater acceptance for sound architectural ideas, of helping to raise the level of demand as we improve our ability to supply. Here, too, a broader approach is in order. We have many discussions in the field of 'public relations' of architecture. Frequently these reduce into efforts toward more 'publicity'—more space on television, magazines, newspapers. All these efforts are important to make people architecturally conscious. But they ignore the larger aspect of actual relations between the architect and the public.

If we be more specific, I have referred to the enormous number of building decisions made today by agencies of the local, state, and federal government. These decisions play a great part in setting standards we embrace as a nation for our physical environment. And what do we do about them? Do we simply stand by and watch our hands with the Post Office department invites package designers to build its buildings, or while local planning and redevelopment agencies delegate the architect to a role of lender for the master plan?

I say we must participate more actively in the decision-making process both as individuals and as an aggregated professional fraternity. For the individual, this may mean service on a school board, work for the docks, and highwaymen; service on a staff or as a consultant. For all of us as a group it means a more vigorous use of our organization as an instrument of our common cause.

Well—shall we be architects or technicians? The answer, I think, is a knowing, and acting on, the difference. The technician is a man highly competent in a given field, applying himself to one aspect of a larger problem or a larger goal without respect to its broader dimensions. The architect, on the other hand, we have come to think of as something quite different.

It's no longer a question of being different; it's a question of being more. If we combine our proud professional heritage, our traditionally high standards, and a broad sense of service with a technician's mastery of the intricacies of practice life in the modern world, we will be good. I think for another century at least

Aside from Business . . .

With the streamlined procedures for business sessions in full effect there was plenty of opportunity for each delegate and visitor to indulge his personal or official Chapter interests. There was, perhaps, more than the usual amount of political squabbling since officer-elections involve contests and it had been rumored that the regional status matter might be slated for an open discussion on the floor. But this was disposed of without even a breath of vocal opposition, and even results of the smoke-filled room arguments did not ruffle even a hair of the Convention's collective head.

Seminars filled one morning and three afternoons of the Convention week at no charge. There were no sills and as at past years three were held concurrently, averaging each afternoon. Only one person from Florida was slated for active participation in any of them—FRANK J. ROONEY, of Miami, past national AIA president, who presented the seminar program "How To Make Better Civil Estimates." As a member of the national Chapter Affairs Committee JOHN L. R. GRAM of the Florida North Chapter took some part in the Chapter Affairs Seminar on Thursday afternoon and Miss MARGARET MANNING, P.A.A., Florida South Chapter, the PAA representative at the seminar.

On behalf of the PAA the citation rendered by Committee Chairman LAURENCE CHRISTEN, who acted as moderator.

This citation was read **PRO TO THE FLORIDA ASSOCIATION OF ARCHITECTS** "While through these years of seminar, their magazine, THE FLORIDA ARCHITECT and their many other activities has been furthering the work of the Association in Chapter Affairs and who have continued in their duties as devoted for the Chapter Affairs of the Year.

This **CERTIFICATE OF APPRECIATION** is presented by the Chapter Affairs Committee of the American Institute of Architects, Past Masters, Past Masters."

For many delegates two items of the Convention program constituted special highlights of interest judging from the comments in several quarters. One was the President's reception at the Cleveland Museum of Art and the Institute of Art where the National Award Exhibit was excellently presented with an almost equally interesting exhibit of work done or projected by members of the Cleveland Chapter which acted as hosts to the Convention.

The other was the Convention luncheon night, the Museum's production of "Aristo Get Your Gun" held in a theater-in-the-round tent and followed by a hearty

session of welcome refreshments, also was arranged by the host Chapter.

Of the various speeches that of Dr. MARGARET MANNING, Associate Curator of Ethnology, American Museum of Natural History was received with what seemed like special enthusiasm. Dr. Manning's subject was "The Anthropologist Looks at Architecture" and though she spoke extemporaneously, she had apparently taken a long and hard look at such architecture and her words for her speech crackled with sharp observation and several good natured barbs which found the native centers of our audience with they generated smiles. Here are some excerpts from her observations:

"This is the first time I have had a press conference in the history of the world. I am a trained juvenile delinquent. I can only assume that they think architects have nothing to do with juvenile delinquency which is a point in which I did not."

The problems of our society for the architect is up against him to plan in a way that takes account of change consciously, and how to bring into consciousness all the things that were once carried on by tradition.

I wonder in our changing society, if the architect will not have to take more responsibility, a wider position than he has at present. It's no good designing a good community in a bad region, no use designing a community for the wrong people to live in. The architect is going to have to get these things and he is going to have to become involved in more and more planning of a variety of sorts, so that each unit will have some growing relationship to every other unit. And I suspect also that his relationship to what he has built will be of a different order than it is now.

If one defines the architect as a person who is responsible for the relationship between man-made environment, and the values of his society, out of that will come beauty.

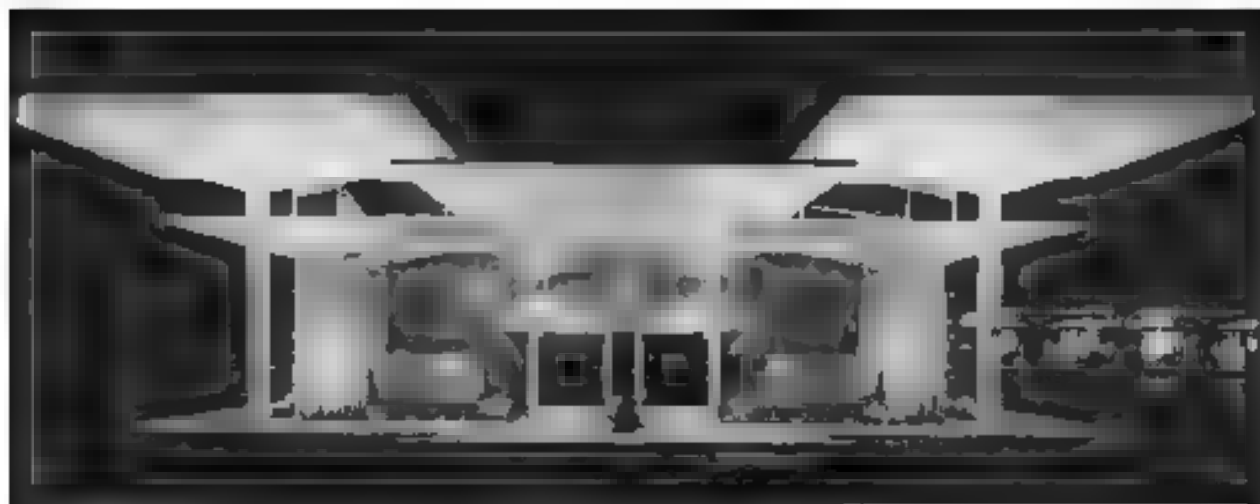
The future that is comparable to the beauty that has come out of the most perfectly fitted societies of the past.

THE FLORIDA ARCHITECT

The FAA Receives an AIA Citation . . .



At the Cleveland Convention, September 24, 1964, the Chapter Affairs Committee of the AIA presented a Certificate of Appreciation from the Chairman of the AIA Chapter Affairs Committee (shown here in the presentation) to the Florida North Chapter member of the Chapter Affairs Committee, the Paul H. Manning Committee Chair.



Александр Гусев

AIA Award of Merit . . .

Warm Mineral Springs Inn

VENICE, FLORIDA

The AIA National Awards Program has come to signify the very peak of professional recognition for creative building design. Victor A. Lundy, AIA, of Sarasota, received the only Award of Merit accorded this year to a Florida design. The philosophy of this design and the building which grew from it is described here in the architect's own words.

Text by VICTOR A. LUNDY, AIA



This route is built on heavily elevated Tertiary soil south of the Florida or the main gateway into Mexico to Warm Springs where many claim it is magical and that he is the original Fountain of Youth sought by Prince de Carma inferior to develop the area into a fitness get a health spa. It is a hike to make sure the right to make an entry similar to develop a fitness resort in South Florida and compelling with numerous insurance needed to make to be a part of this way to Miami from the Interstate exit at the North, want to stop on the lonely stretch of road.

was searching for a room that would sanction as intense the thought of the "Evolution of Youth" by a plastic flowing shape that would also echo the organic growing shape of a lotus. The summer came in the

adaptation of a structural water chain extended by a hydrogen-bonded impropylol group, which is a specific hydrogen-bonded unit and hydrogen-bonded chain. However, overlap of the hydrogen bonds is changed in a shaped chain like a main chain, as well as the acid chain.

wander, they inhabit it each cell and join to a new cell keep the symbiotic form and, and the arrangement of cells in to a single cell as "checkered" pattern while the visible in we did know like a 'forest of architectural palms' a model a creature of the night to new growth, although the one is set up for prolonged stay with kitchen, and in people a number to use the mineral baths for archite—and at night when the lights are on the white shells and rich roof shapes are silhouetted against the dark sky.

Soundproof dividing partitions or
cur on the column lines so that each

beds and has a ceiling in case of
an increase in shellfish levels here
and low flow is maintained with the
different ceiling for ~~water~~ ^{water} as
soon as the different water levels
over the sleeping and dining areas
and higher ceilings over general li-
ving areas. The water is seven feet
and ten feet to fill up with the
place beds - night ten and level
up between and on the air

At the E. pedicle (see below) shells are two inches thick but were a foot on the side in simple wood frame, in piers and two inch beams; similar. The columns, eight inches square were precast, prestressed starting first one right side but as they are as shells were trussed, on 4 inch angles with heavy the single pier and the weather seal. There is a railing on the shells—they are manufactured with aluminum acetate. Each

[illegible]



Award of Merit.

of national reputation

colours of each wall an interior was rich copper pipe which had in an underground drainage system. Three of the shells were built up in higher volumes of varying height to form the sign of the model a free-standing piece of sculpture.

Sliding glass doors open up from each wall to the central garden court. Right and left exterior walls in of different colored bricks. In all these cases the design is simple enough to emphasize the importance of the design and after much work on the design in the garden building to show the best design. During sessions are of wood frame in stone and covered with aluminum mahogany floor are made.

The columns and roof structure work in stone. The interior design partitions are non-structural of course and independent of the roof and floor are kept to door height within each room and so the flow of light is uninterrupted from room to room.

Columns are exposed in the interior. The roof structure is built on the two heights from a large overhang against sun and rain. Water and wind are kept to the level of a foot as shelter from these elements.

An extraordinary feature is a hot and chilled water system under the floor. A hot water system is built into the floor and is a hot water system which provides from the hot wall and forms a buffer with one side the room from the rest. A feature is made of this and the element covered indirect fluorescent lights above and below the one under shining in a planar on all of the two sides below. The horizontal sliding doors are used completely with drapes for separating the room from the garden area and is screened.

These two views of a typical apartment in the Warm Mineral Springs Motel suggest how the varying heights of the overlapping half shells of the present concrete hyperbolic paraboloid roof walls produce an unusually striking pattern of light and shade and flood the room with climatic day-night.



Above, juncture of two wings of what will ultimately become a U-shaped plan provides a sheltered court shadowed by the half-shells of the precast concrete units which form both flooring and roof members. Note how the structure is scaled to human dimensions, yet conveys an impression of soaring height.

if total ventilation is desired.

Entry is from the rear where cars are parked in low-slung sleeping porches and beds—opposite it is the living area with room for two people and in regular use. The remaining two areas are the dining area with a square table and room chair, and the small kitchen area with an efficient unit containing a small sink and stove, counter and cabinet storage. Behind the kitchen space is intended to be a living area, to give its small and over-changing rooms serves about at the same level as the main floor, and is a night guests but it is one who wish to be undisturbed in the springs and each unit is intended to be a self-sufficient for working, rest.

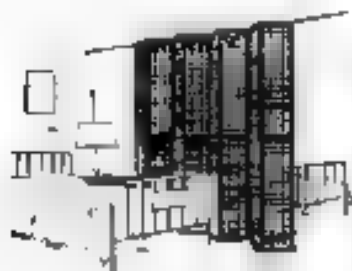
Right the two lobby is two hallways wide, like the motel rooms, and is enclosed above three walls of sliding glass doors with clear plastic sheets. The photo reproduced on page 15 suggests the brilliance of the structure at night, this one the pattern of the roof etched against light from the interior.



TROPIX-WEVE "SHOJI" DOORS

1-800-888-1111

Provide complete accessibility without requiring the floor and wall space of swinging doors. This new development using Slide-A-Fold door principle provides smooth, dependable action for a lifetime. Saves space and creates beautiful effects at minimum cost. Available in Shoji, Louver and Woven Wood designs. All standard and custom sizes. Also produced in accordion doors, window shutters, etc.



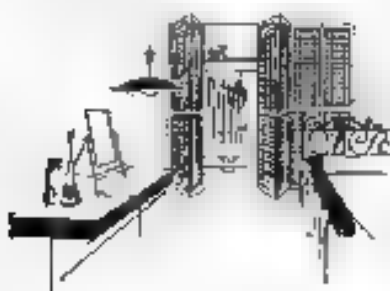
• for space dividers



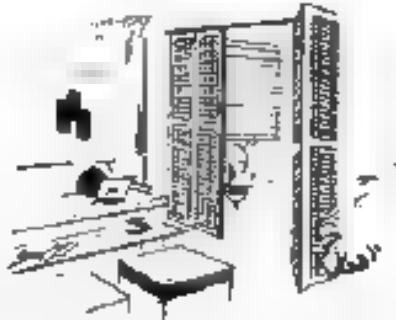
Also Available in _____

Woven Wood and Louver

• for wardrobes



• for room dividers



TROPIX-WEVE PRODUCTS, Inc. • 3590 N. W. 52nd St. Miami • NE 4-1749

First of the 2nd Century . .

session on Thursday morning. The net result was to approve the Board's resolution on the AIA policy of opposition to the extension of the Capitol's East Front be reaffirmed.

In this debate, Florida was conspicuously and most ably represented in the person of Dr. THOMAS C. BARNMASTER, F.AIA, Dean of the College of Architecture and Fine Arts of the University of Florida, a member of the Florida North Chapter and a director of the F.A.A. Dr. Barnmaster spoke in conjunction with RALPH WALLACE, F.AIA, an AIA past-president, in support of the Board's resolution. The consensus of the Florida delegates who heard him was that he delivered one of the most pointed, finished and forcefully presented addresses of his career. There was both fire and conviction in what he said: the new AIA region of Florida can count itself fortunate that a scholar with Dr. Barnmaster's background of technical history maintains a professional home within its boundaries and that he has the urge and interest to participate nationally in matters of professional importance.

Another exception to the general statement concerned the Board's published recommendations relative to revision of the Institute's constitution structure. After a brief discussion the Convention voted to adopt a resolution . . .

of the Board's recommendations that several of the now-existing vertical committees be made general, thus reducing the size of their personnel.

The net result of these Convention actions was to cloud somewhat the whole issue of the Institute's committee set-up. Presumably, this now exists as in the past; and therefore the Institute's current committee structure is the same as that published in the AIA Document No. 778-C, issued during the fall of 1957, with the addition of the building code committees noted formerly. If this interpretation is a correct one, individual chapter interests, on local, regional and national levels,

now involve 12 vertical committees, 13 including existing codes. On this basis, the committee submitted to the F.A.A. as discussed by Helgar S. Worthman in an article in *The Florida Architect* for October, 1957 and as published in the March, 1958, issue is in proper alignment with the current Institute situation.

Election of new officers marked, for the first time in years, by contests, which, though conducted with a complete absence of acrimony or pressure, were nonetheless debate. JOHN NORTON RICHARDS, F.AIA, of Toledo, who won the presidential election over ARTHUR C. ROBINSON III, F.AIA, EDWARD L. WILSON, F.AIA, of Worth, Texas, and RAYMOND S. KASZINSKI, of Gary, Indiana, were

re-elected as secretary and treasurer respectively.

PHILIP WARR, Jr., F.A.A. of Chicago, last year's vice president, won the election for first vice president by a narrow margin over ALBERT S. JOSEPHSON of Houston, Texas. TERRY L. WINGARD, F.A.A. of Los Angeles, was chosen as second vice president, the other two nominees being HARVEY C. MILLER, Atlanta, and AUSTIN W. MATHIAS, Burlington, Conn.

Nominees for Regional Directors confirmed for office by the Convention were HAROLD T. SZCZANCA, North Central States; FRANK RICK II, POWER, S.W., Western Mountains; TREVOR W. REEDER, New York and ALONZO J. CLARKMAN, New England.

Building's Chaotic Codes . . .

By WILLIAM B. TABLER

One of the addresses given during the opening session of the Cleveland Conference was presented by a New York architect who specialises in hotels and has first hand in-code experience with building codes in many cities in this country and abroad. Published here are significant excerpts from Mr. Tabler's address.

Who prepares these codes and regulations by which we build? If we do, we had better get together and examine a few of the requirements.

In most hotels the bathroom should be located on the second floor . . .

in San Francisco on the ground floor and in New York City it would be practically mandatory that it be located in the basement.

You can't even build a profitable convention hotel in New York City. If you build a hotel rather than an office building, you have to throw away approximately 35% of your land because of the zoning requirement. The codes and construction regulations have made the cost of a hotel prohibitive. You can't even enlarge the existing ones that have come through the roof with original plans filed

with provision for a future addition because of the down zoning of 1947.

In New York we are still living in the "Brass Age." We can't use copper pipe with soldered fittings for water piping. We can use con pipe that was the "Age Before Brass." It all has something to do with the fact that these two pipes have to be cut into threads. I have been told by some that the warm water at the hot water faucet might melt the solder—but then why are the brass fittings allowed to use it?

In New York we can't spray paint; we can't even roll it on. But don't laugh. We can use a 5-inch wide brush and smear of varnish—only use a 4-inch.

All of this is not confined to New York. Even plumbing what is required in one city is prohibited in another. Drain traps on bathtubs which are prohibited in Boston, New York, Washington, D. C. and Los Angeles were required in Paris and Denver and are still in thousands of cities across the country. Why? Because it requires more material and labor and costs even house owners about \$50.00 more per bathroom. In our bathrooms in Pittsburgh we have 400% more.

(Continued on Page 2)

Buildings Chaotic Codes

Continued from Page 3

ten piping has is required in the National Plumbing Code. You see they like plenty of iron in Pittsburgh.

Four units in Massachusetts have to be 24' in width as compared with 30' in Pittsburgh. People are wide but thin in Massachusetts for they only occupy 6 sq. ft. in an apartment room as compared with 15 sq. ft. in Jacksonville, Florida.

Speaking about the size of people, in Texas ceilings must be 8 feet high with porches 6' approx. 6' 4" — I wonder how the minimum ceiling anywhere is 9 feet with 15 feet minimum in public rooms.

In the Boston Statler Hilton the Massachusetts Department of Public Safety requested and it was provided 36 feet of wiring from egress to the exterior from the public rooms in the lobby area with a maximum occupancies of 2863. This did not include the additional enclosed corridors from the typical floor bedrooms. By way of comparison at the same time the Empire State

Building with only 3 1/2 stories had an egress advertised 25,000 tenants and 50,000 floating population and an egress capacity of 80,000 people.

Stairway requirements are also peculiar. After one disastrous hotel fire in the past, codes prohibit egress into bedrooms because of the fire coming up an open stairway got air and oxygen through them or when guest room windows were open or broken. Yet today in fire tower stairs, we permit the air and oxygen at the very point the guest is seeking refuge while at the same time in the same cities and states such as California, open stairs between guest rooms have still exist.

While building St. Peter Center in Los Angeles the plans had to be cleared with 21 different City, County and State code and over 300 appeals for occupational law to be made. That was good. They are progressive. I've to build in cities or states where there are no appeals.

This is all a sad commentary on our role in the world. We have all the technical development and

mass produce in most fields and even use them. Contrast this with the fire hoses happen to be being abroad. They want to know the latest technical developments of the United States. On each we are following the National Plumbing Code using a variation in amount of pipe. We are only one source and still produce it in foreign markets at approximately 60% of the cost we are paying. The United States with much more modern better make up.

Consequently, we have a challenge. The people abroad are willing to use our technical knowledge and mass production. We have all the technical knowledge, we can use it. Let's do something about it. Let's follow on recommended codes and assemble and publicly expose a list of 25 to 40 of the most wanted codes in use practice. I would estimate that approximately 1/3 of the construction cost could be saved in major areas of the United States.

If we heed the warning maybe the future can look sick and so. "This was our greatest age."



First CHOICE OF AMERICA'S FINEST Architects!

VICRTEX V.E.F.* WALLCOVERINGS

Writes Vinyl Wallcovering and Upholstery Fabrics can help you create decorating magic, bringing efficiency and exciting new overtones of design. Practically indestructible, Vicrtex never wrinkles, creases or fades. Cleans easily with a damp cloth, and stays fresh and bright always.

Ask about our complete line of textures and dimensional patterns, in dramatic colors and color combinations. See the hundreds of wallpapers and wallcoverings of distinction, displayed and stocked for immediate delivery.

VINYL ELECTROSTATICALLY RUBED

DWOSKIN INCORPORATED

South's LEADING WALLPAPER DISTRIBUTOR

ATLANTA • DALLAS • MIAMI • FLORIDA SHOWROOMS: 4029 North Miami Ave., Miami, Fla.

PRODUCTS & PRACTICE

When Is A Door

Not A Door?

The smart clock answer to that old adagio question used to be "When it's airtight." Today, however, a division of New Castle Products, Inc., has found an engineering answer to it in the form of a moving column of air to replace all the physically evident components of doors and windows—their arrangement is apt!

The Air Door, Patent # 2,810,000, is a unit of hollow extruded plastic building's entrance—without any physical obstruction. Through a system of air-handling equipment, a blanket of air is moved downward from ceiling grille through a floor grille. The flow is controlled with air velocity and direction so that infiltration of outside air, dirt, rain and snow is prevented—as is exfiltration of inside air cooled by air-conditioning installations.

This new idea in door-making for cost and energy openings is said to be as efficient in preventing losses of indoor heat during winter seasons in cold climates—and it is claimed that heat losses can be reduced as much as 80 percent compared to use of swinging doors under extreme weather conditions. In warm climates, however, the claims that Air Door prevents entrance of dust and dirt—even insects—while maintaining an unobstructed opening are more to the point.

Actually, Air Door is a "packaged" system of air-handling which can be made automatically adjustable to changes in temperatures and wind velocities, if its location is that is also practical limits. The package involves the necessary air-handling equipment—blower, heater, grilles, plenums, etc.—and framing members which form the vestibule within which the equipment operates. Standard height

if the vestibule is eight feet with a standard maximum of 10 feet. Standard height is 6 feet 4 inches to 12 feet. Air doors combinations make possible unobstructed openings up to 8 feet wide.

For security reasons, Air Door installations can be fitted with one or the standard types of sliding or retractable closure units.

Tiles in Circles

What was a tile design in more than 2,000 years has been developed by a former master tile setter who is now manufacturing the new ceramic unit in Japan. The substance of his claim is a series of circular and segmented octagonal shapes, which in combination can be used to produce a wide variation of visual patterns from the 25 colors in which the unusual tile units are being produced. The new ceramic shapes, named "Mosaic" by the Tiffany Tile Corp.—can also be used in combination with standard square and rectangular shapes. Mechanically the new tiles have been

Continued on Page 2

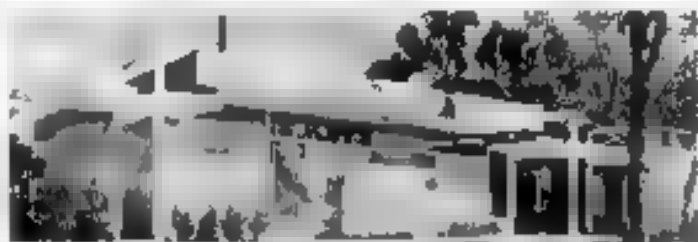
SPECIFY PERMANENT WATER-PROTECTION AT 1/2 THE COST OF COPPER



PROJECT: General Store Bldg.
Greenville, Florida

ARCHITECT: De La Riva
Greenville, Florida

for open valley, fascia and thru-wall flashing



- **economical**—cost of ZINALOY is approximately half that of copper, due to its lower material price and its lesser weight—20% less than copper.
- **corrosion resistant**—ZINALOY forms a protective coating of zinc oxide against the elements, resists atmospheric corrosion. Will not crack or peel. Will not stain adjoining materials.

- **permanent**—virtually indestructible. ZINALOY requires no protective coating when not painted etc. in more weather to a pleasing gray. Suitable for marine atmosphere conditions.
- **versatile**—ZINALOY can be cut, hammered and formed on the job or in the shop without special tools. Will bend flat or into without fracturing. Easily soldered with medium hot run, 60-65 solder.

FLORIDA SALES AGENTS: D. W. Lansing, Southern Sales, P. O. Box 993, Ormond Beach, Florida

DISTRIBUTORS:

Coastal Tin Plate & Metal Co., Atlanta, Ga.	Aluminum Material, Inc., West Palm Beach, Fla.	Edgell Roofing & Air Metal Works, Tampa, Fla.	Horne-Wilkes, Inc., Jacksonville, Miami & Orlando, Philadelphia & Albany, Ga., Charlotte, N. C.	M. Tull Metals & Supply Co., Atlanta, Ga.
---	--	---	---	---

MATTHIESSEN & HEGELER ZINC COMPANY • established 1858 • La Salle, Illinois

Products and Practice

(Continued from Page 10)

designed with improvement in the design of various types of back and cover rings to facilitate work in the installation and service at location.

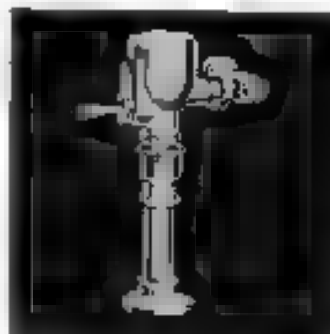
Wrought Iron Development

The year-long effort of the Wrought Iron Pipe Institute to improve the various types of manufacturing of groups working from the best waste and supply systems for making or being finally applied in new metal pipe development of the A. S. B. Company. The is a 100 + 100 inch iron and represents according to the B. S. Company, the most significant development in the history of wrought iron metal pipe.

The new piping material is said to offer as much as 7 percent more in strength or resistance than it would through iron and to provide greater

uniformity in material. It can be readily cut, bent and threaded and is said to include a self-fusing action time for joining and reduction of annual leakage work.

Guaranteed Flush-Valve



A new flush valve of the Desprager type has been patented by the K. M. B. Co. and is described as the new making metal company and is said to be the first step of this type to provide a "self-proof" system.

in any phase. The company is also a new product, Neta Plastics, and is said to have only one production model in being tested through a 600,000 test cycle without a failure. The new flush valve is said to be the first guaranteed performance in the performance of the valve operation during the 100,000 test cycle.

New Precast Units of Cellular Concrete

Lightweight cellular concrete is becoming a new product. But though it has been widely used in Europe, its employment in other countries is still in the early stages. The development of precast cellular concrete products is a plan in several countries and is being available.

The new building unit has been developed by the Portland Cement Association, and is said to be the first step of this type to provide a "self-proof" system.

(Continued on Page 10)

IT'S NEW! IT'S GREAT!

Plywall.

PREFINISHED WALL PANELING



Here at last is the paneling you've asked for! Handsome, pre-finished, white selection of grains! Best of all, you can fit it into the lowest budget. You won't believe it until you see it. Call collect for full details.



WHOLESALE DISTRIBUTORS

Hamilton Plywood of Orlando, Inc.
Hamilton Plywood of St. Petersburg, Inc.
Hamilton Plywood of Ft. Lauderdale, Inc.

Orlando 3-4604
St. Petersburg 5-7637
Ft. Lauderdale 3-8413

THIS HALLMARK IS YOUR PROOF OF EXCELLENCE



Now, there's a way to further emphasize in terms your client will understand, that the homes you design are **completely modern**. Be sure they qualify for the **Live Better Electrically Medallion**. Your clients will quickly recognize this seal of approval, because it's backed by a multi-million-dollar nation-wide promotion to guide homeowners to better living—more modern living **electrically!**

A MEDALLION HOME MUST MEET THESE BASIC REQUIREMENTS:

- **Full Housepower** with large enough wire and ample circuit, outlets and switches for maximum convenience and efficiency.
- **AM-Electric Kitchen** designed for a full array of modern basic electric appliances to save time, work and money.
- **Light Conditioning** to provide ample light in every room outdoors, too.
- **Oil Or Gas House Heating** with a permanently installing central system to warm the entire house.

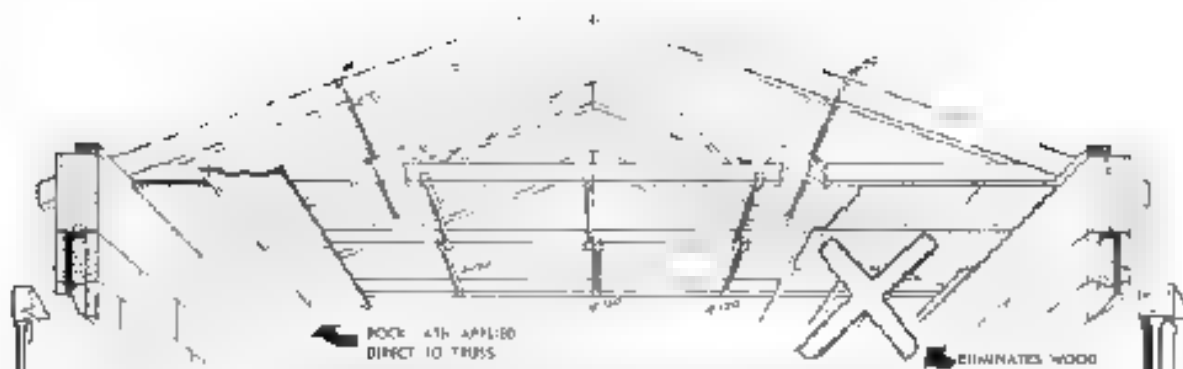


F.P.L. is at your service for free consultation and assistance. Call on us now for full details and specifications in specifying your home for the **Live Better Electrically Medallion**—the architect's hallmark of excellence.



FLORIDA POWER & LIGHT COMPANY





TRUSS TIE SPACER

BUTTER SPACERS
A-1000 0 FOR USE UNDER SOUTH FLORIDA BUILDING CODE AND F.H.A.


TRUSS TIE SPACER No. 75

Top Chord spacer speeds truss placement and erection.
Guarantees spacing for Plywood sheathing.
Eliminates individual truss measurements.
Eliminates need for temporary wood ties and saves labor to remove same.
Provides reliable aid for building official inspection.

TRUSS TIE SPACER No. 150

4 Shout out horizontal truss permit use of Rock Lath applied directly to lower chord of truss thereby eliminating use of any wood shipping.
SAVES APPROXIMATELY \$35.00 PER HOUSE
4 Spacers truss on two knot centers for positive Rock Lath application.

SPACERS TO BE APPLIED AT CENTER AND PANEL POINTS OF TRUSS.



METAL PRODUCTS, Inc.
3445 N.W. 74th STREET, MIAMI
Manufacturers of Specialty Building Products

For Safety and Better Construction

Distributed by:

FLORIDIAN SUPPLY CO.
Miami, Ft. Lauderdale, West Palm Beach, Tampa & Orlando

BOONER B. CO.
Tampa & Orlando

Sold Through the Following Dealers:

MIAMI—
Alexander Hardware
Wallace Bldg. Supply
H. Miami Hardware

LAUDERDALE—
Pacific Lumber
W. PALM BEACH—
Boonco B. Co.

MELBOURNE—
East Coast Lumber
JACKSONVILLE—
Smiths Bldg. Supply
San Mateo Co.

DuPont Plaza Selects McKinley Products!

The beautiful new DuPont Plaza Center, Miami, Florida, chose McKinley Ventilated Sun Cornices for protection against sun's glare and heat and for attractive appearance.

Architects: Frank A. Shields AIA, John E. Rehman AIA



engineered and manufactured by the **O. O. MCKINLEY CO., INC.**
Indianapolis, Indiana

LOCAL MCKINLEY REPRESENTATION CLEARWATER, PHONE 35-7094

For details con-
tact your Mc-
Kinley Represent-
ative or see
Sweet's Architect-
ural File 79: Mc



and other metal products

THE FLORIDA ARCHITECT

Products and Practice

Continued on Page 22

Cellular concrete is made by two general methods which involve using a foaming agent with a concrete mix and study until the mass hardens into a light, split cellular structure. The other involves use of chemical means to create and sustain reactions which cause the release of air.

The resulting chemical action releases millions of tiny bubbles which contain in the slurry and expand the mix as much as 40 percent. When steam-cured and finished the cellular panel weighs about a third that of ordinary concrete, possesses four times the thermal insulating value, is extremely high strength and is completely non-flammable.

One of the main advantages of this type of concrete is such that they can be used in almost any size and shape.

At Sarasota the Cellular Concrete Products Corporation, headed by Paul and Warren Brock, are manufacturing these cellular panels in three densities—35, 42 and 48 lbs. per square foot. Currently they are being produced in wall panels six to

seven feet high and four to five feet wide. The panels are made in 6-inch thickness, are integrally reinforced with welded mesh and attachment angles and plates, and are manufactured in sizes from four to eight feet in width and from eight to twelve feet in height.

Called "Celcon" by their manufacturers, the wall panels can be faced with almost any finish—including porcelain enamel—which an architect may wish to specify. Cellular concrete is extremely resistant to noise, but with an impressive exterior using the Celcon units are said to require no further interior finish. They may be left exposed and painted or plastered with as thin a coat as possible to produce the finish desired.

The Sarasota plant has been in experimental and development operation for almost two years. It is now in production, however, and the light weight insulating units are being handled in Florida by Louisiana-based Lewis of Coral Gables for the C. C. Williams Company of Atlanta.

AUGUST 1958

BEHIND THIS DOOR

AND ALL Thompson doors stands the guarantee that the finest materials and workmanship have been employed in the manufacturing of a quality product.

Thompson flush doors, in beautiful figured gum, raw ash and birch can be specified for both exteriors and interiors in both standard and special sizes.



7-PLY CONSTRUCTION

Lightweight but sturdy Thompson flush doors are noted for their rigidity and resistance to warping and twisting. This quality is the result of high manufacturing standards that include cores of wood, spaced 4 inches apart and buttressed against stiles on alternate sides to provide continuous web space. Stiles are 2 inches minimum width, made of a minimum 1/2 inch edge panels of 3-ply cross-banded plywood, hardwood faced; and 3-ply-banded 4 inches wide, 20-inches long centered on each stile. Only non-shrinkage glue is used in production to produce engineered bonding that is highly resistant to both moisture and mold.

In addition to standard sizes 6'0" x 6'8" to 7'0" x 6'8" interior and 2'6" x 6'8" to 3'0" x 7'0" exterior, Thompson flush doors are obtainable in special sizes.



DISTRIBUTED IN FLORIDA BY

A. M. LAMMY AND SONS, INC. 31 N. W. 11th Street Miami, Florida GE 2-2111	MUTTER SONS & SONS COMPANY 300 N. W. 21st Street Miami, Florida ME 4-3421	RODGE COMPANY 265 N. E. 13th Street Miami, Florida PL 4-2248
A. M. LAMMY AND SONS, INC. 3500 N. W. 13th Street Miami, Florida ME 3-1211	A. M. LAMMY AND SONS, INC. 1405 S. W. 8th Avenue Fort Lauderdale, Florida 2-1211	LEONARD SONS & SONS CO. 1700 Commercial Avenue Jacksonville, Florida BL 3-4444

A Panel of Experts Advise on How To Set Up an Office

A three-person panel on "How to Set Up an Office" at a business meeting in Miami on Monday advised everything from tax problems to bonus for employees. The architect and businesswoman, a New York architect stressed the importance of employee-pleasing incentives as part of the set-up. Employee turnover is less a problem today than it has been in the past.

Schwartzman's office has evolved a set of procedures and problems which is given to each new employee. The employee must read the code and indicate which is under income and which is under expense. In addition, an employee covers such items as overtime and expenses, holidays, vacations, sick leaves and others. Schwartzman strongly advocates some sort of an office code for all firms and suggests that there could be a developed locally through a mutual exchange of information between cooperative architects on a confidential basis.

The business man was Douglas A. Russell, general manager of the architectural firm of Daniel, Mann, Johnson and Mendenhall in Los Angeles. He urged the deputization

of all activities and to let the "big brother" of members work ones separately. He said that the professional must have a way things to connect his own with the efficient operation of an office. He added the "demand" of architectural activities, there are such as the sales promotion, a sales office, secretarial personnel and others which require time and thought and are all important to a smooth and profitable office operation.

Russell suggested also that a firm recognize their need for a distinct approach on their own way. He also said for a better understanding by the architect of the client's economic problem and the economics of construction involved in the architectural solution. He indicated that the financial and promotion plans for a building often have important influence on its overall development and these often differ depending on whether the client will own the building or whether he is building it for lease to others.

In discussing the business operation phase of professional activity, Russell recommended that architects pay particular attention to their insurance

and that they take care of the most important ones in their own firm. Some communities are beginning to set a minimum for a particular work made with the broker to insure a small adequate insurance program.

As to profit-sharing and bonus plans, Russell said that the firm should be willing to employees regard one the Bonus distribution as

Treasurer is a bail practice, said Russell, so that it implies a gift rather than a reward. A bonus is a gift, not a reward, and a gift is not a reward. He suggested that bonus distribution be made at mid-year.

The tax attorney was Carl F. Bauerfeldt, of Baltimore Md. He discussed the fact that as an individual, against a corporation, the individual cannot work within a corporate structure. He suggested also

group of doctors to associate for the purpose of reducing taxes, but did not suggest this procedure as an answer to the problem for architects.

Bauerfeldt said that the solution to the professional man's tax problem was embodied in the Jenkins-Koogler bill now pending in Congress. The bill would permit professionals and other self-employed persons to take current deductions for funds to be paid into a trust fund for use after retirement. To effect this would deduct the tax on current earnings until the money was withdrawn at retirement.

CHROMASTATS - Photo Copies in Full Color

Direct color prints by Chromastats provide sharp, clear definition, brilliant depths and highlights color accuracy to match the original. In only 3 days plus time you can get them in sizes from 8" x 10" to 20" x 30" at surprisingly low cost. Price of an 8" x 10" for example is little more than that of a standard black and white photo.



Chromastats in 8" x 10" were made of this rendering by Joseph M. Smith, II AIA, of 15, South Federal Savings & Loan Building, Miami, 33134. Good reproduction of color and detail.

T

22 S. W. 1st Street Miami 32, Florida
Phone FRANKlin 9-430

SQUARE MIAMI Blue Print Co., Inc.

Let's face it!



BETTER HEATING
BEFORE NEXT WINTER
IS EVERYBODY'S
BUSINESS!

**HERE ARE THE "COLD FACTS"
ABOUT FLORIDA WINTERS:**

last winter coldest in history, didn't even change
the 35 year average of 42 days a year when
Florida homes need heat!

46 DAYS
BEFORE



42 DAYS

Most Florida folks remember last winter — by summer, in our news-
paper, TV, radio, billboard advertising, we have reminded those who
might have forgotten. We believe you'll find our acceptance of
your recommendations for central oil or gas home heating is the cheapest
and best solution to Florida's cold snap heating problem.

FLORIDA HOME  HEATING 407-7-76
1070 S. W. 8TH STREET, LAKELAND

a partnership under the name of Winkler and Eaton, Architects, at 1365 Dale Mabey, Tampa. Both principals are members of the Florida Central Chapter, AIA, and Eaton is chairman of the FAA's Committee on Education.

JAMES E. LEMKEY, Architect, has announced removal of his office to 7725 S. W. 97th Court, Miami 55. His new telephone number is CAmd 4-2844.

POPE AND BLASE, Architects, recently moved their office from 11 S. E. Fourth Ave. to their new building at 1314 N. E. Eighth Street, Delray Beach. The new telephone number is CRestwood 6-2611.

The Maryland firm of JONASSEN AND MORRIS have opened a branch office at 416 So. Lincoln Avenue, Clearwater under the name of JONASSEN AND MORRIS, Architects. GEORGE C. HANSEN, Associate. All three principals are corporate AIA members.

New Planning Project by Sarasota Architects

A cooperative effort between the architects of Sarasota and Downtown Sarasota Inc., businessmen's association of the central business district, may some day result in a face lifting of this resort city's downtown area.

A committee of the Sarasota Association of Architects has agreed to take on as a civic project the job of studying long range improvement ideas for downtown Sarasota.

Nucleus of the committee is JOHN M. CROWELL, WILLIAM J. ROY, E. J. SHERRE, KEVIN WATERS and JACK WISE, all members of the American Institute of Architects. But early sessions have drawn more volunteer workers on the problem, including City Planning, Zoning and Building Director R. W. PAYRETT, his assistant Ed OGDON, architect BENJAMIN A. BRONSTEIN, associate of PAUL ROSENTHAL, and the Executive Secretary of the Downtown Association, GEORGE WATERS.

The group meets at least weekly, with the City officials and Downtown Sarasota secretary providing factual material and the architects working with them to establish a realistic program for long range rehabilitation of

(Continued on Page 24)

AUGUST, 1958



FLORILITE PERLITE *Keeps the Heat Outside...*

● A poured roof deck or fill of Perlite Insulating Concrete is one of the most efficient and inexpensive means you can specify for reducing interior heat loads. For example, "U" factors of a 1:6 mix ratio range from .200 to .098 — depending on the type of construction and the thickness of roof fill used.

● The high insulating effectiveness makes possible a substantial reduction in air-conditioning costs. With lessened heat loads, smaller units, less tonnage and power are required — and economies like these are often greater than the costs of the Florilite Perlite insulating fills that produced them.

● In addition . . . Perlite concrete is lightweight — about one-fifth the weight of standard concrete. So its use makes possible construction economies, too — thus still further reducing the cost of using one of the most versatile and effective materials in building . . .



**PERLITE
INCORPORATED**

1050 S.E. 5th St., Hialeah—TU 3-6791

Mar Bank, Inc.
ST. PETERSBURG
PH. HE 5-1403
TAMPA
PH. 7-0871
CLEARWATER
PH. 2-5981

Electrend East
Coast Co., Inc.
BOCA RATON
PH. 5101
LAKE WORTH
VERO BEACH
FT. PIERCE
Call Collector
Boca Raton 5101
FT. LAUDERDALE
PH. JA 3-6954

Electrend
Sales & Service
ORLANDO
PH. GA 2-7165

Electrend Sales
& Service Co.
SARASOTA
PH. R17-8490

Atish's Electrend
Sales & Service
PENSACOLA
PH. HE 2-4225

Center M. Hapo
Electrical Contractor
GAINESVILLE
PH. AR 2-9887

Milroy Way
Building & Heating
EUSTIS
PH. EL 7-2307

Electric Heat at SURPRISINGLY LOW COST



Electrend Electric Circulating Air Heating Systems

Clean, comfortable, convenient electric heat at a low cost never before possible. See the revolutionary new Electrend and all its advantages today—or just call us, we'll be glad to demonstrate its many features.

Electrend DISTRIBUTING COMPANY
4530 52nd Street N.W.
St. Petersburg 14, Florida
Telephone Hinflesh 4-9830
WRITE FOR FREE MANUAL AND A.P.A. FILE FOLDER

(Continued from Page 29)

the business district. Work on this important task began last month.

The group immediately set forth a program for action which included a minute examination of the roles which a downtown business district should play in the community's life. It then evaluated the present role of Downtown Sarasota as measured against this yard stick. The third step includes an evaluation of the future role of the central business district in terms of community growth and new downtown facilities already in the planning stage.

Finally the group is to consider the ways and means of bringing about an achievement of the aims decided upon earlier.

The volunteer action of this architectural group has already brought praise from the downtown businessmen's association. The committee was formed and began work shortly after the South Atlantic Regional Conference of the American Institute of Architects in Sarasota.

stained glass...

A NEW SERVICE FOR THE
ARCHITECTS OF FLORIDA
OFFERING MODERN CON-
TEMPORARY DESIGNS ALONG
WITH TRADITIONAL, USING THE
FINEST QUALITY OF MATERIALS
AND CRAFTSMANSHIP

- STAINED GLASS & MEMENTO GLASS IN CONCRETE
- MOSAIC GLASS & MARBLE
- STAINARY
- RELIGIOUS ART



Alpha
Studios Inc.

- 114 BERNARD AVE.
SARASOTA, FLORIDA
PHONE: ELGIN 5-4066
- ST. PAUL, MINNESOTA

A. R. COGSWELL

"SINCE 1921"

THE BEST
in
Architects' Supplies

Complete Reproduction
Service

433 W. Bay St.

Jacksonville, Fla.

ADVERTISERS' INDEX

Advance Metal Products, Inc.	24
Alpha Studios, Inc.	30
American Olean Tiles of Miami, Inc.	8
Associated Elevator Co. Supply Co.	4
A. R. Cogswell	30
Dunbar Brick Yards	2nd Cover
Dwoskin, Inc.	20
Electrend Distributing Co. of Florida	30
Evershield Liquid Tile of Florida	7
Florida Foundry & Pattern Works	28
Florida Home Heating Institute	27
Florida Power & Light Co.	23
Florida Steel Corporation	6
Florida Tile Industries	1
George C. Griffin	28
Hamilton Plywood	22
Ludman Corporation	3rd Cover
O. O. McKinley Co., Inc.	24
Matthiessen & Hogeler Zinc Co.	21
Miami Window Corp.	4th Cover
Muschler Kitchens of Florida	5
Pertite	29
A. W. Ramsey & Sons, Inc.	3
Thompson Door Co.	25
Tiffany Tile Co.	10
Tropex-Wave	18
T. Square Miami Blueprint Co., Inc.	26
F. Graham Williams Co.	31

Construction Specifications

(Continued from Page 6)

members present. The Chapter's first project is development of a standard specification format—a common specification language for architect, engineer, contractor, sub-contractor and supplier alike. A Committee, headed by JOHN O. GRACIAW, AIA, of Weed, Johnson Associates,—and including NORMAN A. SKEELS, AIA, of Panemast, Ferguson, Skeels and Burnham; and BRUNER C. NOBLE, of Frank H. Shufflin & Associates—presented a topical outline for the CSI groups' approval. Each item was discussed and by the time the 5-page report had been concluded, the basis had been forged for a standardized format. The next assignment for the committee is to fill in, progressively, the details of subject matter under each heading—and when this job is completed, the building industry in the South Florida area will have a specification format which can serve without confusion or ambiguity the needs of all building professionals—architects, engineers, contractors and suppliers.

Reports of CSI Florida Chapter activities will be issued regularly through the columns of *The Florida Architect*. And, as particular specification documents are completed by various Chapter committees, it is contemplated that these will become available for distribution as pamphlet reprints, at cost, to all building professionals in the State who are concerned with the important business of construction specifications.

Membership in Florida Chapters of the Construction Specification Institute includes three classifications—Active, Associate and Student. The first comprises professional specification personnel—individuals concerned with specification documents used in connection with the design, construction, maintenance and equipment of construction projects. Associates generally include those who use, rather than develop or write specifications. Information relative to membership—classification, dues, etc.—can be obtained from JOHN R. ROBERT, Smith & Knoch, Architects, 1630 Lenox Ave., Miami Beach, for the Miami Chapter.

AUGUST, 1958

F. GRAHAM WILLIAMS, Chairman
JOHN F. HALLMAN, JR., Past & Treasurer JACK K. WERK, Vice-Past & Secretary
MARN P. J. WILLIAMS, Vice-Past FRANK D. WILLIAMS, Vice-Past



ESTABLISHED 1919

F. GRAHAM WILLIAMS CO.

INCORPORATED

"Beautiful and Permanent Building Materials"

TRINITY 8-4444
LONG DISTANCE 439

ATLANTA
GA.

1610 BOULEVARD, N. E.
OFFICES AND YARD

FACE BRICK
HANDMADE BRICK
"VITRICOTTA" PAVERS
GRANITE
LIMESTONE
BRIAR HILL STONE
CRAB ORCHARD FLAGSTONE
CRAB ORCHARD BUBBLE STONE
CRAB ORCHARD STONE ROOFING
PENNSYLVANIA WILLIAMSTONE
"NOR-CARLA BLUESTONE"

STRUCTURAL CERAMIC
GLAZED TILE
SALT GLAZED TILE
UNGLAZED FACING TILE
HOLLOW TILE
ALUMINUM WINDOWS
ARCHITECTURAL BRONZE
AND ALUMINUM
ARCHITECTURAL TERRA COTTA
BUCKINGHAM AND VERMONT
SLATE FOR ROOFS AND FLOORS

We are prepared to give the fullest cooperation and the best quality and service to the ARCHITECTS, CONTRACTORS and OWNERS on any of the many Beautiful and Permanent Building Materials we handle. Write, with or telephone us COLLECT for complete information, samples and prices.

Represented in Florida by

LEUDEMAN and TERRY

3709 Harding Street

Carol Gables, Florida

Telephone No. HES-6554
MO 1-5154

Challenge to Responsibility



The AIA membership in Florida has finally achieved what it set out to get three years ago. Florida will shortly become a Region of the AIA. This is new official. The AIA Board has approved the idea. Last month Convention delegates accepted the By-Law changes necessary to make the idea into a reality.

Now—where do we go from here?

That is a very real question. And the answer to it involves much more than meets the eye. It is concerned with a basic pattern of organization, which to a larger extent than most AIA members probably realize, may have a profound effect on the future of the AIA's national operating structure.

Consider this. When the FAA petitioned for regional status, it promulgated two fundamental propositions. First, since state laws govern the scope, character, and often the economics of architectural practice, the state, as a political entity, is a logical subdivision of the AIA and as such should, at least theoretically, be recognized as a regional entity as well. Second, that theory should be translated into practice whenever AIA chapters within a state develop a coordinating association strong enough, self-sufficient enough, vigorous enough and collectively-organized enough to represent them adequately as a professional force at state level.

These two propositions are inter-dependent. Proof that the AIA Board fully recognized their logical force is the fact that the FAA's petition was approved.

Now a challenge has been returned. Can Florida justify, increasingly in the future, the basic soundness of her propositions? Can the FAA and its ten AIA Chapters prove in terms of deeds and progress, what has been accepted in terms of logic and faith?

We think this is possible to do. Five points seem essential to the realization of the possibility. In terms of continuing action they are:

1. . . *Raise individual professional standards.* This means better design, improvement of policies and procedures in every technical phase of architectural practice. It means better client and trade relationships, closer adherence to sound business as well as profes-

sional ethics. In short, it means doing your level best in every department of professional activity.

2. . . *Help AIA Chapters grow.* Recognize the value and potential influence of local chapter strength. Help develop this by channeling some of your brains and energies into this basic AIA organizational unit—on its committees, its administrative board, as a policy-making officer. Study the needs of your community and do all you can to make your AIA Chapter an active force to help meet them.

3. . . *Support your State Organization.* See that the most interested and experienced Chapter members serve on FAA state-wide committees. Make certain officers are seasoned as to current policies, have the vision and drive needed for future progress—and the time, money and determination to make each count. Pick only the wisest and most progressive men to represent your Chapter on the FAA Board—thus to be sure professional interests are ably guarded and vigorously presented at the state level.

4. . . *Strengthen national AIA activities.* Do this by taking active part in work of vertical committees at Chapter, Regional and National levels; and by representing your Chapter and State Organization's interests at Institute conventions. Make your experience, ideas and counsel available for the betterment of your profession by offering them nationally, as well as locally, in terms of regional understanding and background.

5. . . *Recognize progress as a two-way street.* Broaden your professional contacts far beyond your own community and state. And broaden your professional scope likewise. Exchange ideas, compare experiences. Proffer technical help, and request it. Open your mind to new friendships, new concepts, new methods, new materials—to learn what others are doing and thinking, avoiding insularity which is the death of progress.

One word, probably, could sum up all five points: *Responsibility.* If the FAA and its ten Chapters will accept, individually and collectively, sincere responsibility for full development of their future regional status, the AIA Board will have made one of the most important decisions of the Institute's second century.